



The Shift

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Shifting Numbers

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What shifts should be on your radar?

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The Generational Shift

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The Content Shift


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The Cloud Shift


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The Identity Shift

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The Community Shift

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- The impact of generational currencies
- Technology implications across key sectors:
 - Government
 - Healthcare
 - Education
 - Finance
 - SMB
- The new 2.0 business models

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Alcatel-Lucent researchers Allison Cerra and Christina James spent more than a year getting to the heart of network providers' Web 2.0 business challenges. Capturing their findings, *The Shift* is a compelling exploration of what makes today's business models unstable—and how providers can respond by transforming their networks into high-value development platforms for applications and services. Covering generational attitudes, market disruptors, evolving customer expectations and more, *The Shift* paints an informed, research-based picture of the next-gen telecommunications ecosystem and the more than \$100 billion market opportunity it represents. *Preview the future.*

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